

*For immediate Release*

**Mac Publishing Introduces the First Digital-Only Publication for the Macintosh Market**  
*Mac Developer Journal for Developers Using New Mac OS X*

SAN FRANCISCO, CA—October 27, 2003—Mac Publishing, publishers of *Macworld*, is launching today *Mac Developer Journal*, the first digital-only publication for software developers working in Apple's Mac OS X to create applications in UNIX and Cocoa technologies. The electronically delivered quarterly publication may be purchased at [www.macdeveloperjournal.com/subscribe](http://www.macdeveloperjournal.com/subscribe) starting October 27, 2003.

*Mac Developer Journal* is being produced in conjunction with O'Reilly & Associates of Sebastopol, CA. A technology information company, O'Reilly produces books, conferences, and online sites for software developers. *Macworld* is the leading monthly publication for Macintosh business users worldwide with more than 320,000 subscribers.

With the new Mac OS X and technologies such as Cocoa, developers are able to build UNIX-based applications in the Macintosh computing environment. UNIX-based applications have been a mainstay of enterprise computing for more than 20 years. *Mac Developer Journal* will provide information to help programmers enter the UNIX market for the first time.

The premier issue is available online today at [www.macdeveloperjournal.com/subscribe](http://www.macdeveloperjournal.com/subscribe). It is also being distributed via CD at the O'Reilly's Mac OS X Conference, October 28-29, in Santa Clara, CA.

Articles in the inaugural issue include the following:

- A first look at Xcode, Apple's new development environment
- How to add features quickly with Xcode and AppleScript Studio
- Using Apple's new Web Kit to quickly add Web-browsing features
- Honest advice from the pros about selling and promoting software products
- An interview with James Thomson, creator of DragThing and Pcalc
- Top 10 tips for Powerbook and iBook users

An annual subscription for four issues is \$49.95, with a single copy price of \$19.95. For an excerpt of the inaugural issue of *Mac Developer Journal*, go to [www.macdeveloperjournal.com/sample](http://www.macdeveloperjournal.com/sample).

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"*Macworld* has long been the leader among magazines aimed at Mac users," said *Macworld* Editor-in-chief Jason Snell. "Now, with our partners at O'Reilly, we hope to make *Mac Developer Journal* the place Mac developers turn to for the latest news, great technical content, and other advice that's specifically tailored for them."

### **O'Reilly & Associates and Zinio Systems**

Mac OS X and Zinio Reader 1.4 are required to read the digital-only publication. *Mac Developer Journal* uses Zinio technology, which delivers magazines in a new, powerful digital form with the same layout, text, and advertisements as print versions. Zinio technology improves accessibility and reach, convenience, and the readers' experience. Zinio Systems, Inc. ([www.zinio.com](http://www.zinio.com)) is the worldwide leader in digital magazine production, distribution and circulation, and has distributed more than 10 million magazines for major publishers including IDG, McGraw-Hill and Time Inc. The print issue of *Macworld* is also available in digital format from Zinio.

"O'Reilly has been serving Mac OS X developers since Apple introduced that great UNIX-based operating system," said Derrick Story, editor of *Mac Developer Journal* and managing editor of O'Reilly's [macdevcenter.com](http://macdevcenter.com) site. "The *Mac Developer Journal* is a perfect complement to our books, website, and conference for serious Mac OS X developers. I'm especially excited about the Zinio Reader's cool interface and unique features. It has the time-tested form factor of a magazine plus the advantages of digital media, such as live links, embedded video, killer search, and true archival capabilities. The *Mac Developer Journal* is a whole new experience for the reader." Story and Snell are co-editors of the new publication.

"*Mac Developer Journal* represents the first digital-only magazine only available from Zinio," said Mike Edelhart, president and chief executive officer of Zinio Systems, Inc. "The developer audience will be able to leverage the Zinio Reader's™ capabilities to search, access additional information via hyperlinks, and highlight and make electronic notations in the magazine. Issues also will include rich media in both editorial and advertising, allowing full audio, video and animation capabilities."

### **About Mac Publishing LLC**

Mac Publishing, LLC publishes the world's leading independent Macintosh publication, *Macworld*. Mac Publishing sites include: [Macworld.com](http://Macworld.com) and [MacCentral.com](http://MacCentral.com).

Headquartered in San Francisco, Mac Publishing LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company. IDG publishes more than 300 magazines and newspapers and offers online users the largest network of technology-

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specific sites around the world through [www.idg.net](http://www.idg.net), which comprises more than 330 targeted web sites in 80 countries. IDG is also a leading producer of 168 computer-related expositions worldwide and provides IT market analysis through 51 offices in 43 countries. Company information is available at [www.idg.com](http://www.idg.com).

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